

# **MARKETING SYSTEMS AND METHODS**

## Abstract of Disclosure

A method and system for on-line marketing to a remote user is disclosed. The method can include performing the following procedures during a session with the user: (i) using a decision rule set to select either one of a plurality of first signals or one of a plurality of second signals, for sending to the display, the one of the plurality of second signals being to solicit information about the user; (ii) measuring a response of the user to the previously selected signal; and (iii) updating the decision rule set in accordance with a probability. The method is capable of selecting a display for the user depending on, for example, a demographic category of the user or on past actions of the user.

## Figures